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(54) **ADVERTISING TRIGGERED BY SEQUENCES OF USER ACTIONS**

(75) Inventor: **Ewa Dominowska**, Kirkland, WA (US)

Correspondence Address:
**SHOOK, HARDY & BACON L.L.P.**
**(c/o MICROSOFT CORPORATION)**
**INTELLECTUAL PROPERTY DEPARTMENT**
**2555 GRAND BOULEVARD**
**KANSAS CITY, MO 64108-2613 (US)**

(73) Assignee: **Microsoft Corporation**, Redmond, WA

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(57) **ABSTRACT**

Selecting advertisements for presentation based on user actions on a computing device is provided. The selected advertisements are associated with products or services that enable or enhance tasks that a user may be attempting to perform on the user device. User actions on the computing device are tracked, and tasks that a user is likely attempting to perform are determined based on the tracked user actions. A determination is also made regarding whether any of these likely tasks are not currently enabled or may be enhanced. Advertisements are then selected and presented for tasks that are not currently enabled or may be enhanced.